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RELATIONSHIP BETWEEN PERSONNEL MOTIVATION AND JOB SATISFACTION - A SURVEY FIVE AND FOURSTAR HOTEL ORGANIZATIONS IN KUSADASI

ABSTRACT

It is important for personnels to search and evaluate the conditions which will provide job satisfaction and adaptation with their companies. Labor and job satisfaction in particular do have great importance in the hotel organizations within tourism sector, as a labor intensive industry, as who is receiving the service and who is providing the service are in a face to face relation. Personnel's job satisfaction in the hotel organizations has a direct impact on customer's satisfaction, service quality, and achievement of the organization.

If school principals are clear about motivating factors, they can motivate their personnel effectively. There is a relationship between the factors that increase the motivation of the personnel and job satisfaction. Thus, it is important that personnel motivation should be given great importance in order to achieve job satisfaction. It would be possible to achieve the most effective personnel motivation by means of incentive tools oriented at their needs.

The aim of this survey is to determine and analyze the effects of motivation and incentive tools used in the hotel organizations on job satisfaction of personnel. It was conducted questionnaire for 252 personnels employed at five and fourstar hotel organizations in Kuşadası. In the conclusion of the survey that was conducted, it came out that in the hotel organizations that is included in the sample, mostly used incentive tool is presenting free facilities for personnels and the factor that mostly increases the job satisfaction of the personnels is status.

KEYWORDS

Motivation, job satisfaction, incentive tools